



# YARED ABERA

WordPress dev | Content Writer

#### Phone

+2519 20 82 84 26

#### Email

yaredabera215@gmail.com

#### Address

Addis Abeba , Ethiopia

## About Me

a passionate and WordPress-obsessed copywriter with a knack for turning words into action. My journey in the world of copywriting has been a dynamic one, driven by a deep love for storytelling and a strong desire to connect with audiences in a meaningful way.

## Skills

- Web Design
- Branding
- Graphic Design
- SEO
- Marketing
- Copywriting & Story writing

## Reward

Oct 2019 | Gazeta  
The Best Employee of the Year

## languages

English

French

Amharic

## Experience

### Content Writer | Web designer

2019 - 2022

#### Gazeta | Inc

- Crafted persuasive landing page and website copy for new and existing products, resulting in a 20% increase in conversion rates.
- Developed email copy for announcements, sales, onboarding, and autoresponder sequences, driving a 15% boost in email open rates.
- Created user-friendly UX/UI copy for plugins and WordPress platform, enhancing the overall user experience.
- Wrote compelling advertising copy for emails, social media, and search campaigns, contributing to a 30% growth in website traffic.
- Regularly updated and optimized existing content to align with company objectives, leading to a 25% increase in user engagement.
- Collaborated with cross-functional teams, including writers, designers, and developers, to ensure consistent messaging and branding.

### Wabi Sabi Creatives

2023

- Crafted persuasive landing page and website copy for new and existing products, resulting in a remarkable 20% increase in conversion rates.
- Developed compelling email copy for a wide range of purposes, including announcements, sales promotions, onboarding sequences, and autoresponder emails. This effort led to an impressive 15% boost in email open rates.
- Designed user-friendly UX/UI copy for plugins and the WordPress platform, elevating the overall user experience and ensuring seamless navigation for our audience.
- Implemented regular updates and optimizations to existing content to align with the company's evolving objectives. These enhancements resulted in a notable 25% increase in user engagement.

## Education

### BSC Computer science and engineering

2018 - 2023

#### Fauget University

Adama Science and technology university